ecc 40-
1190
15705

METAL SIGNS

OF ALL KINDS

NATIONAL ADVERTISING SERVICE
(Incorporated)

La Grange, Indiana.

TO CAT 1920 National Advertising

ATHENAEUM OF PHILADELPHIA

pr. Mail 2/90

NOWHERE
CAN YOU BUY
MORE
COLORFUL
DURABLE
ECONOMICAL
SIGNS
Than from

NATIONAL
ADVERTISING
SERVICE, INC.,
LA GRANGE,
INDIANA.

EMBOSO PAINT SIGNS

SAFETY SIGNS

For Country Roads, Towns and Cities.

Our Safety Signs, first of all, are *made right.* They have a *baked surface,* back and front. Lettering and designs are made by our EmbosoPaint Process, in which only the purest of white leads and oils are used. This Process forms a weather-proof outer surface that will hold up almost indefinitely.

They are attractive. Colors; red, white and black. Stand out striking and clear. Easily read even at a great distance. Made of *18-ga. steel.*

In these days of extensive automobile travel and congestion, signs are *needed* - a real necessity - to direct traffic and *save lives.*

The Motoring Public - even your own townspeople - do not know where parking is prohibited; do not know in crossing certain streets they must come to a dead stop; do not know when they are approaching a dangerous curve, or a street end, unless the streets are clearly marked.

WANTS TO OBEY THE LAW

The average Motorist *wants* to obey the law; wants to do what is right; wants to protect the public and wants to be protected himself. In order then to prevent misunderstandings, save lives and have your own town and community favorably spoken of by those at home as well as those passing through, your Bad Corners, Dangerous Curves, Dead End Streets and Thru Streets should be clearly set forth by the use of signs especially made for that purpose.

Over 12,000 people were killed last year and four or five times that number were injured - many maimed for life - the death and injured for the past year is appalling !

Street Ends, Bad Turns, Dangerous Crossings and such places *must* be marked if we are to reduce this terrible death toll another year. While some drivers are careless there are thousands upon thousands that are not, yet unless dangerous places are marked, even the most careful are constantly in danger.

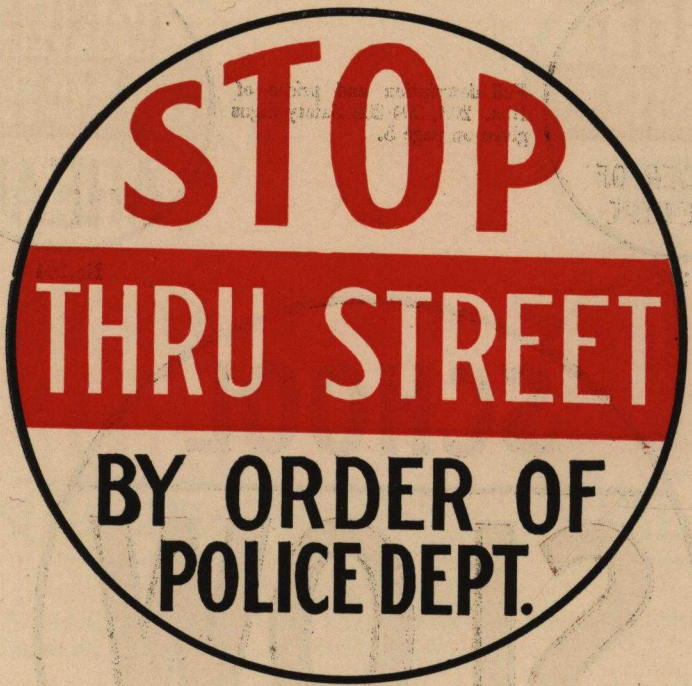
Hundreds of lives can be saved - untold misery and suffering avoided - if the roads and streets are properly marked.

The signs shown on the following pages *do the work.* All signs are punched to receive two, one-quarter inch galvanized bolts to fasten to posts.

WE MAKE METAL SIGNS OF ALL KINDS

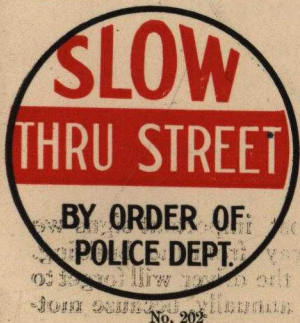
EMBOSO PAINT
HAND MADE IN OIL

SAFETY SIGNS



No. 200

Signs Nos. 200, 201 and 202 on this page and Nos. 203 and 204 on page 6 are 18 inches in diameter. Made of *18 ga. steel.* Signs like have become a necessity in every city, town and village. Many of the States have laws requiring signs of this kind to be placed on all side streets crossing a main thoroughfare, to guide traffic and protect lives.



No. 202

Price without post	$2.10
10% discount in quantities of 11 to 50	
15% discount in quantities of 50 to 100	
9 ft. - 2 in. Giant Steel Posts	$1.10
10 ft - - - -	1.25
11 ft. - - - -	1.35

(Write for quantity price)

Full description of posts on page 10.

No. 201

Signs shown on this page are made from plates in stock. For same size signs with special wording add $5.00 for cost of plate.

WE MAKE METAL SIGNS OF ALL KINDS

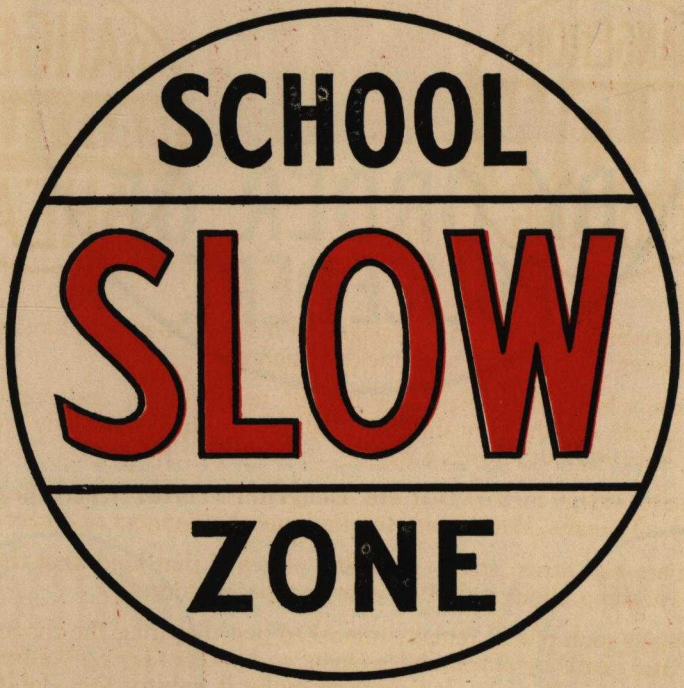
EMBOSO PAINT
HAND MADE IN OIL
SIGNS

SAFETY SIGNS

No. 203

Full description and prices of Nos. 203, 204 205 Safety Signs given on page 5.

No.204



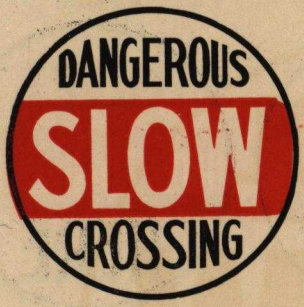
No. 205

Sign No. 205 is for marking schools, and is one of the most important signs we make. Should be placed at a reasonable distance, each way from the building. Far enough to slow down traffic, but not so far away that the driver will forget to slow down in passing. Thousands of children meet death annually, because motorists have not been warned in time, by signs.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL

SAFETY SIGNS



All Safety Signs shown on this page are made of 18-ga. steel and are 18 ins. in diameter. Their uses are quickly apparent.

Tourists, whose trade by the way is well worth while, and even your own town people and those in the surrounding country frequently violate your traffic laws without knowing it.

There are certain corners that are Dangerous - corners where the driver should, by all means, slow down, to eliminate the dangers of an accident.

There are bad turns, street ends and places of that kind that the stranger knows nothing about and often your own people forget.

As long as such places remain unmarked just that long the chances for accidents and death by automobiles exists and you are laying yourself liable to expensive damage suits. It is easy to make it safe for the Public. It costs so little. Signs like ours add to the appearance of a town; saves trouble and controls traffic.

Prices found on page 5 for all signs shown on this page.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

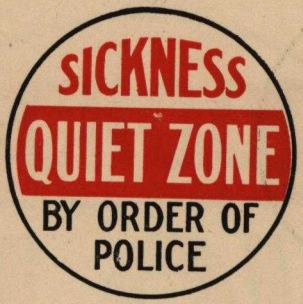
PARKING SIGNS

No. 207

No. 209

No. 211

No. 212



No. 214

No. 215

The six signs shown on this page are made of *18-ga. steel.* All have *baked* surface, back and front. Backgrounds white with red and black lettering.

Lettering and designs made by our EmbosoPaint Process which insures long life and satisfaction.

In many towns and cities it is hard to mark the parking space and angles on the street. Even when they are marked with "whiting" the first rain washes it off. Then again the repeated marking in this way *costs* money. Just recently a town in the northern part of this State put in markers. The total cost of all was $750.00. It developed that they had spent *more* than that sum yearly keeping the streets "painted" !

Then too, when the snows come on no one can see the markings - they are all covered up ! So, for that reason "Degree" signs are most practical - no one can mistake the ruling then.

Such signs as "No Parking between Signs", "No Parking Here", "Fire Cistern - No - Parking", "Quiet - Hospital Zone", etc, need no comment for their use is immediately apparent. No town, village or city can safely get along without them.

The Signs on this page can be furnished with 9 ft., 2 in. round steel post, painted black, or with pedestal as shown on opposite page. Made in *two sizes;* 18 in. and 12 in. diameter.

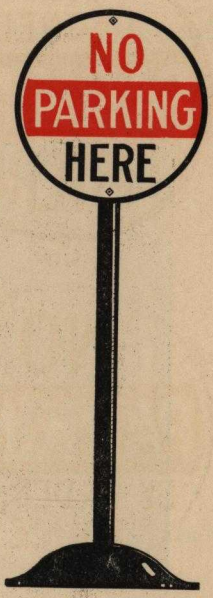
The 18 in. size sell at same prices as given on pages 5 and 6 with, and without posts The 12 in. diameter signs without post $1.80. 10% discount in quantities of 11 to 50 and 15% discount on 50 to 100.

(Full description of post on page 10)

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

PEDESTAL SIGNS



The illustration to the right will give you some idea of our Pedestal Signs. These are most attractive, effective and convenient. Of all the pedestal signs on the market there are none like them.

Ours have a *double face* - that is, they *face both ways*. Can be read from either direction with equal ease. There is no unsightly post to confuse - nothing to obstruct the view. Easy to read for the post is *out of sight* entirely.

Two pieces of heavy metal form the signs. These pieces, which can be either 12 or 18 in. diameter, are securely *bolted* to a flat, upright post, back to back.

They have a heavy 16 pound, 12 in. base. The post is 1 and one-quarter by 3-8 in. *steel.* This is bolted to heavy iron bar on underside of base, making one of the strongest, best constructions possible.

They are 4 ft. high. The base and post are black enamelled.

You can have your choice of wording, of any of the signs on pages 5, 6, 7, and 8, WITH PEDESTAL instead of post.

You are getting *more* than double value when you order Pedestal Signs - you really get TWO SIGNS instead of one.

The price is exceedingly low - - ONLY $7.25 Complete.
(Write for quantity prices.)

Additional list of Signs from Stock Plates.

No Parking from 6 A.M. to 6 P.M.
20 min. Parking by order of Police.
10 min. Parking by order of Police.
Stop, Railroad Crossing.
Fire Hydrant, No Parking by order of Police.

MORE ABOUT THE PROCESS

The signs when shipped will still be going through a *hardening* Process. They will continue to harden while in transit and even for a few weeks after they are erected. Our EmbosoPaint Signs actually improve with age - the longer they are up, the better they are. In time it is practically impossible to make the slightest impression on them even with a blunt instrument, so *hardened* do they become.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL

SIGN POSTS

Showing a Safety Sign with 9 foot, 2 in. diam., Giant Steel Post in use.

Secure, Strong, Lasting, Serviceable, Satisfying.

When you put out your signs, you have a right to expect them to stay up and give service. You can absolutely depend upon our posts -- made of giant steel, 2 inches in diameter. They are equipped at the top with 2 (saddles) against which the back of the sign securely rests. Two heavy galvanized bolts extend through the signs and saddles, making a connection that insures stability, strength and service. These posts are painted black and will last for years.

Price:-

9 foot - 2 in. diameter	$1.10 each
10 foot - 2 in. diameter	1.25 each
11 foot - 2 in. diameter	1.35 each

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

SCHOOL HACK OR BUS SIGNS

Many states have the C nsolidated School System. This means that thousands of children are being transported to and from school daily.

It is absolutely necessary to throw about these children, every safe-guard possible, for they are being transported by order of the state.

MARK THE HACKS

No. 501 10 x 28 inches

There is *one* solution - one way to protect the School Children while in transit, and that is, to *mark the hacks.*

The signs shown on this page as well as No. 503 reading "School Bus" have been especially designed for use on motor driven hacks or buses.

They are made of 28-gauge steel, black, baked enamel, with large white letters. They stand out brilliant and clear - can be read a great distance.

When these signs are in use, they tell the motoring public to be careful, watchful - they remove chances of accident and even death. *They make it safe for the children.*

MAKE IT SAFE

Their cost is so little, yet it may cost the lives of a dozen children, if you put off ordering these.

Price:-

No. 501	60 cents each
No, 502	50 cents each
No. 503	50 cents each

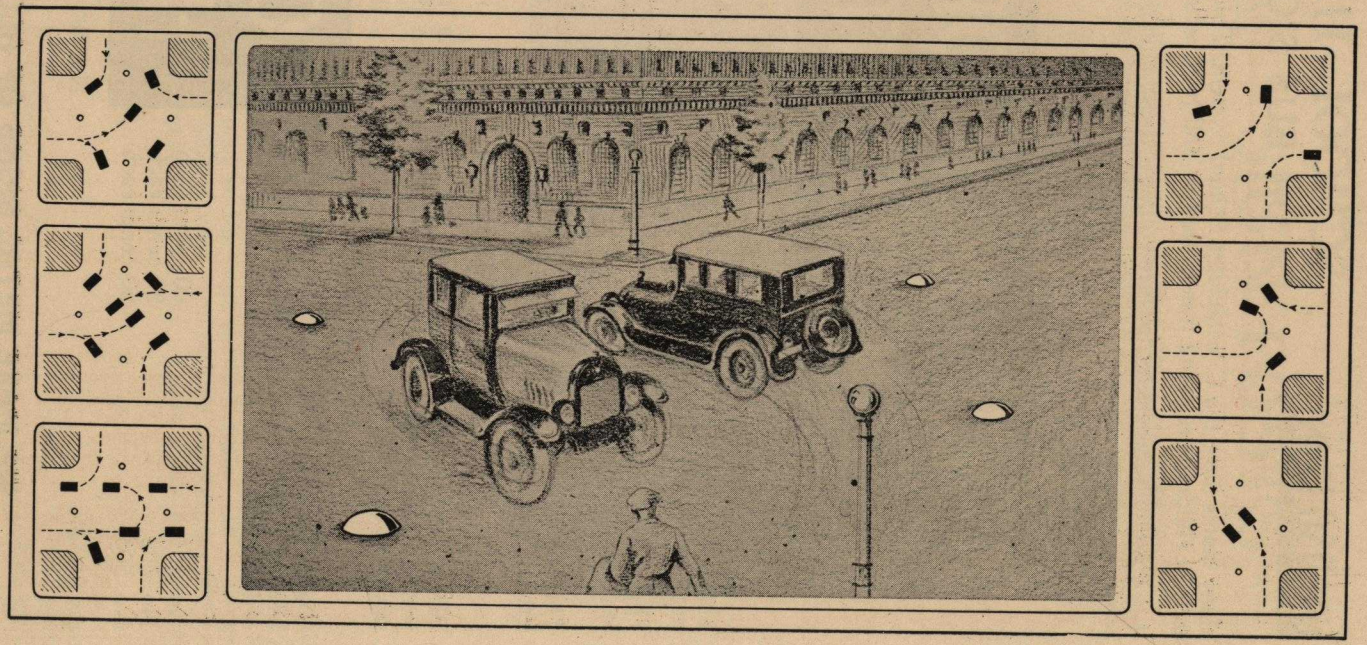
No. 502 10 x 14 inches.

WE MAKE METAL SIGNS OF ALL KINDS

COMMON SENSE

TRAFFIC REGULATORS

For Cement or Brick Paving



The picture above shows two cars, both making a left turn without endangering either.

There is no unsightly and dangerous "Silent Policeman" in the center.

Enables the driver to make a long and natural swing to the left or an easily taken swing to the right, without danger or disadvantage to himself or any other motorist that might be executing a turn at the *same* corner at the *same time*.

Common Sense Traffic Regulators absolutely eliminate collisions. As many as four machines can easily make a left.hand swing at a crossing, at the same time, without interfering with one another.

Used in narrow streets, boulevards, safety islands, bridge approaches, sharp and narrow turns, intersections of all kinds - with or without street car tracks.

The Regulators are white, making them easily visible. They are easy to anchor either in cement or brick. They come in sets of four. All four can easily be installed within an hour.

They are made of iron. Therefore there is no wear out to them. No danger of having a corner knocked off as the outer surface is rounded.

They are 18 ins. in diameter; 6 ins. high; weigh 125 pounds each or 500 pounds to the set.

There is no maintenance cost whatever. You merely install them. That is all.

Common Sense Regulators are being used all over the country with splendid success. Their cost is low, they are so efficient, it costs nothing to operate them. All these points make them unusually attractive.

When ordering state whether to be used in brick or cement pavement.

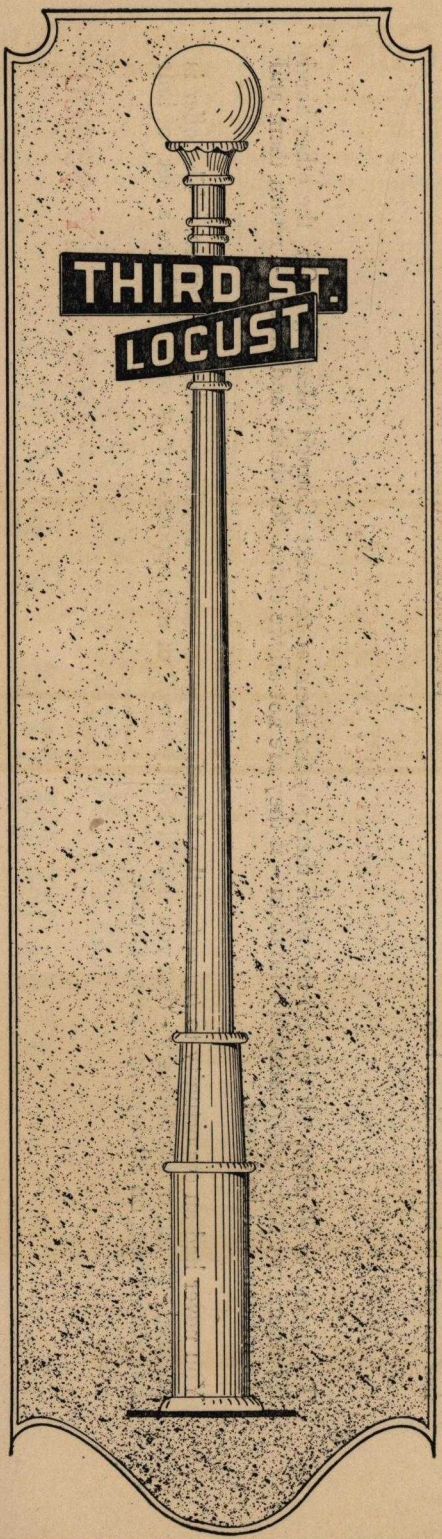
So certain are we that you will be delighted with a set of our Common Sense Regulators, that we *send a complete set of four* - enough to equip one street crossing - *on approval.*

SENT ON APPROVAL

Try them out 30 days. If they do the work then pay for them at the next Council Meeting. On the other hand if you are not thoroughly satisfied with them -- if they are not all we claim for them and more -- return them and the incident will be closed.

You never had an opportunity to *try out*, at the Manufacturers expense, anything of this sort before. The offer is unusual - so out of the ordinary - that you should avail yourself of this opportunity at once and have a set of four Regulators sent on 30 days *approval*, at once.

PRICE ONLY $35.00



STREET MARKERS

Street Markers are needed in every town and city in the United States.

What's more disgusting than to try to find someone in a strange town, only to find that the streets are not marked.

With your streets clearly marked anyone can intelligently go about their business without bothering others.

MARKING NECESSARY

Since the marking of the streets is a *necessity* in *every town*, be it large or small, the more aggressive towns are marking their streets as fast as they can.

Our street markers are made of 20-ga. steel. They are 4x16 inches. Put these up on a post as shown in the illustration, or on houses at street intersections. We can also furnish support brackets for fastening to posts if desired.

These signs are heavy enough to resist the wind - will stay in place - *always look well.*

They have a baked surface. The background is black, the letters, white. This lettering is put on by our EmbosoPaint Process which insures permanency.

Send specifications, giving the number of signs to be used on each street and we will quickly quote lowest prices.

METAL SIGNS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

All of our Metal Signs are made of 28-ga. steel. This metal is baked. The lettering and designs are put on by our EmbosoPaint Process, guaranteeing permanency and the highest grade work in every way.

We make EmbosoPaint Signs in practically all sizes. If you don't see the size or style of sign you want, send us your specifications and we will make them special for you.

Put out a hundred metal signs on each road leading into town and watch results

People who haven't been in your place for years will drop in; others who never traded with you at all, will begin to; tourists will stop and buy.

10 x 28 inches 3 colors 100 lots 60 cents each

The signs we furnish you are *made for you.* They are *individual.* They carry your personality - they become a part of your business. They advertise for *you* and you alone.

10 x 28 inches 2 colors 100 lots 60 cents each.

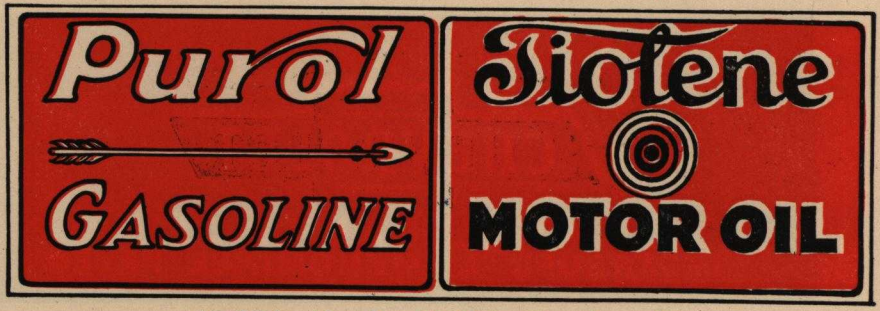
WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL

METAL SIGNS

10x28 in. 3 color.
100 lots 60 cents each.

10x28 in. 3 color
100 lots 60 cents each.



10x28 in. 3 color 100 lots 60 cents each.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

METAL SIGNS

10x28 in. 3 color 100 lots 60 cents each.

10x28 in. 3 colors 100 lots 60 cents each.

4x16 in. 3 colors 100 lots 30 cents each.
Write for our low, quantity prices.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

OUT-DOOR DISPLAY

Farmers want Bulletin Boards, *you* want out-door publicity. Give the farmer what he wants, and you get what you want. Both profit, but *you* profit most.

Country roads, formerly about deserted, are now teeming with motorists. The farmer once went to market - now the market comes to him. He sells right from his front yard, and needs a Bulletin Board on which to note his offerings.

He puts the Board right up on the front fence or on a post in the yard. Right where every passing motorist can not help but see it. No matter how much money you would pay him, you could not get him to put up any other kind of advertisement in his front yard, yet he gladly puts up your advertising board, *for he uses it, daily.*

These conditions present a splendid opportunity for you to show your appreciation of farmer customers, or those you hope some day will become customers, by giving them each a Bulletin Board. And, in showing this appreciation *you* obtain *free roadside publicity* and an unmeasurable amount of

GOOD WILL

The farmer has dozens of uses for a Bulletin Board. Even if he doesn't have a roadside market, he can use a Bulletin Board to stop the oil man, ask the rural carrier for stamps or order blanks, etc.

They are especially designed for out-door use, are made of 28-ga. steel and neatly framed with hard pine. The surface of the blackboard is waterproof and especially prepared for chalk markings.

The name of your business can be lettered on the bottom of the boards in bold characters in striking and strongly contrasting colors.

No other type of out-door advertising equals Bulletin Boards for creating good- will. The illustrations show the Boards used by the Constantine, Mich. State Bank. This Bank has ordered again and again. They never seem to get enough Boards to supply the demand. Just a glance at the pictures will give you an idea how they are used - how they are displayed.

All classes of farmers use them - the well-to-do as well as the man in moderate circumstances. Some of these Boards are erected in front of pretentious farm homes, others, advertising farm products in front of moderate homes. All gave the desired result - Out-door Publicity.

GOOD FOR EVERY BUSINESS

While the pictures show boards used by a bank, this form of out-door advertising is used by all lines - Clothiers, Dry Goods, Grocers, Flour Mills,

WE MAKE METAL SIGNS OF ALL KINDS

BULLETIN BOARDS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

How many Money Makers are illustrated above ?

Hotels, Restaurants, Garages, Automobile Agencies, Ice Cream Manufacturers, Creameries, etc.

And this effective, good-will b ilding, roadside publicity is obtained without a penny being spent for locati ons, rentals or up-keep. Some of the Boards are even illuminated at night.

It is the easiest thing in the world to distribute your boards. Merely let it be known that you have them and farmers will come in, in droves almost, after them. A demand for them has already been created, for months many of the farm papers of large national circulation have been running articles on marketing vegetables, dairy product, etc., right at the farmers front door so they all want Boards.

To assist you in distributing your boards we furnish, two illustrated mailing cards for each board ordered. These when mailed by you, bring the farmers *right into your place of business* and while there they are sure to buy something, so instead of the Boards costing you money they *actually make you money.*

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

FARM BULLETIN BOARDS

This Bulletin Board Plan does the work. The Boards *pay* because they *stay*. They are always on the job for you. Winter or summer, rain or shine, they build good-will and make business for you.

It doesn't make any diiference what business you are in, you can use Bulletin Board advertising, profitably.

Think of having your advertisement right in the farmers front yard. Right where everyone will see it. In a location that money could not buy ! Think of having this advertising Board erected and maintained without a cent of cost to you - without a cents rental to pay !

LOCATIONS FREE

Compare the cost of this effective, popular, permanent plan of Out-door Advertising with ordinary methods. This novel - new - attractive - popular Advertising Idea is available for your business at slight cost.

Newspaper advertising is soon forgotten, for papers are lost or destroyed. The money spent, whether little or much - is *gone* when the paper is gone. Not so with Bulletin Boards. They *last for years*. There is no wear out to them. They keep on advertising for you long after their slight cost is forgotten.

Your advertisement extends across the full width of the Board and is at least 8 inches high. It can be in one or two colors. The portion of the board not taken up with your advertisement is left blank for the farmer to use. These Boards will stand all kinds of rough handling, the lettering and surface will last almost indefinately.

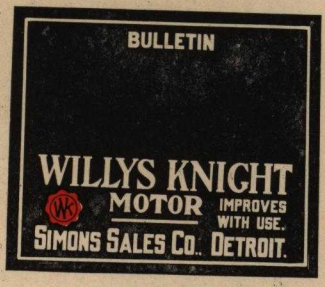
The lettering is done by our special EnbosoPaint Process by which only the purest of white lead and colors are used. They have a raised effect, only this embossing is done *with paint* rather than weakening the metal by applying pressure to form the letters and designs.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

FARM BULLETIN BOARDS

Farm Bulletin Boards are 26x30 inches. They are made of 28-ga. steel. This steel is *baked*, both back and front which makes them impervious to the weather. Over the *baked* surface, several coats of special blackboard is placed each coat being allowed to harden before applying the next.



The Boards have a heavy, 1 and 3-8 in. hard pine, painted black frame - put together so it will not come apart.

You can see by the four illustrations on these two pages that the copy can take almost any form or style desired and that it stands out brilliant and clear. Even after years of use if the dirt and dust was wiped off, the Board would be *good as new*.

PRICES

Quantity	One Color	Two Colors
50	$80.00	$92.00
100	135.00	155.25
250	293.00	337.00
500	525.00	593.75

Write for our low prices on larger quantities

Be sure and send your letter or billhead along with your order to guide us in working out the best and most effective copy for you. Copy will be submitted for your approval before making up your Boards.

By the above figures you can see that even in small quantities - as low as 100 Boards - this Service costs less than any other plan of Out-door publicity. Compare it to Bill Boards that cost almost as much for one as it does for a hundred Bulletin Boards and gives you one display against 100 different displays.

To get the full benefit of Bulletin Board Advertising you should order YOUR BOARDS TODAY.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

REAL ESTATE SIGNS

The better Real Estate Dealers everywhere are using our permanent EmbosoPaint Metal Signs, attractively lettered and layed out - some are even illustrated. They move these signs from place to place - for they *stand moving* again and again. They always look good. They *last*. You use them year in and year out. They work anywhere whether you are selling a fine old home, a bungalow, an apartment or a new addition.

We make them in all sizes from very small ones to as big as 4x30 feet, but our most popular size is 16x26 inches.

Can be had with crimped edges and without frames. The majority of them however, have heavy wooden frames, as shown in the pictures. Either style will stand up - either kind will give you longer and better service than any other kind of sign made, for these are built right, from heavy steel.

The surface of these signs is *baked* to make them weather-proof. They are not stock signs - no one else will have *your* type of sign. *yours* will be *made for you.*

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

REAL ESTATE SIGNS

Attractive Signs makes Selling Easier - quicker. EmbosoPaint Signs are so attractive and different that they cause comment - people speak favorably of them. They give prestige, indicate Success.

Our type of signs get the business with the minimum of cost and effort.

The cost of our greater value, higher type signs is so low that no one in the Real Estate Business can afford to be without them.

If you are going to get *your share* of the Real Estate business in your town and locality, send for *your signs today* - get started on the Road to greater things - *more business* - greater influence - more prestige.

Prices 100 lots

16x26 in. 1 col. framed	$105.00
16x26 in. 1 col. unframed	78.00
Add 10 pc. for each additonal color.	
30x36 in. 1 col. framed	$180.00
Add 20 pc. for each additional color.	

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

REAL ESTATE SIGNS

The sign shown opposite is one we made for the Blair Company of Philadelphia, Pa. This is another leading company in its line. This shows in what widely different localities our signs are used.

We ship them all over the country, from Maine to California, from Canada on the north to the Gulf on the south - *everywhere*, and everywhere, their long Service, Attractiveness and *sales value* easily put them in a class by themselves.

PRICES

16x26 in. 50 lots, 1 color	$78.75
100 - - -	105.00
Add 10 pc. for each additional color.	
26x30 in. 50 lots, 1 color	$108.75
100 - - -	145.00
Add 15 pc. for each additional color.	
30x36 in. 50 lots, 1 color	$135.00
100 - - -	180.00
Add 20 pc. for each additional color.	
24x36 in. 50 lots, 1 color	$122.00
100 - - -	162.50
Add 15 pc. for each additional color.	
18x36 in. 50 lots, 1 color	$ 92.45
100 - - -	123.75
Add 15 pc. for each additional color.	

Write for quantity prices, prices on other sizes, etc, etc.

NOTE: For special colored frame add $10.00 per hundred.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL

PORTABLE SIGNS For Schools

One of the most important signs we make is a Portable Sign for Schools. This is double faced - faces *both ways*. Made of two, separate pieces of 28-ga. steel, 18 inches in diameter. White background with black border. At the top of the circle is the word; "School" in *black letters*. Below that is a black line. Below this line is the word "Slow" in brilliant *red letters*, bordered with black. Below this word is another black line and below that is the word; "Zone".

This double faced sign is mounted on a six-foot, wooden staff to which the two pieces of metal are securely bolted, back to back. No post to confuse or obstruct the view as it is entirely *out of sight*.

WELL BALANCED -- EASY TO CONTROL

The sign is well balanced. Easy to control. Will stand a lot of rough handling. In fact it is designed with the full knowledge that it would, perhaps, be required to stand much more than any other type of sign.

HOW IT IS USED

Put this sign in the hands of one of the older school boys, let him stand in the middle of the street crossing, with the sign faced both ways, when the smaller children are crossing the street, before school, at recess, noon or when school is dismissed.

This sign, in colors recognized everywhere as meaning *danger*, will, absolutely protect your School Children, for no matter how reckless or careless the driver, he *will stop* until the children are safely across the street and the sign bearer gives him permission to go on.

Signs like these are in use, endorsed and recommended by educational officials everywhere. Indianapolis, Ind. as well as many of the larger cities and scores of smaller ones, have adopted the idea.

These signs *do the work* - they do *more* to reduce the accidental death rate among School Children, than any other plan or device known.

Be sure to see that Schools are all protected with these signs.

PRICES - COMPLETE WITH STAFF

One Sign complete	$4.00	Three, complete	$10.50
Two Signs complete	7.50	Four complete	13.00

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT SIGNS
HAND MADE IN OIL

BARBER SIGNS

At last a Barber Shop Sign, attractively colored, red, white and blue and, sold at the right price.

For either inside or outside use. Made of 28-gauge *baked* steel. Baking the surface absolutely makes them water-proof. The two sides are crimped, making the sign unusually serviceable and strong.

Background blue. Barber Pole reproduced in red and white. This makes a very striking sign, one that can be read from a great distance.

Sold only in pairs - never singly. Set of two ready to put up $3.55.

ATTRACTIVE BUSINESS-GETTING WINDOW SIGN

This sign above 21 x 30 inches. Made especially for inside of window. Eyelets at top for attaching cord, easy to erect. Price complete, $2.60 each.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL
SIGNS

BARBER SIGNS

DOUBLE FACED HANGING SIGNS

This is a very popular sign. Size 21x30 in. Wooden frame. Painted black. Sign made of *28ga* steel. Surface is *baked*. Waterproof.

Lettering and designs are put on in three colors by our EmbosoPaint Process. This Process *raises* the letters and design giving a rich effect.

In a great many places it is desirable to hang your sign over the sidewalk. There is an advantage in this. People coming from either direction can easily see it.

Furnished with hanging bracket made of 1x1x3-16 in. angle iron, all ready to erect.

A sign of this kind gives prestige - attracts strangers. It is a credit to any shop, be it in a village, town or city.

Sign complete with Bracket $5.50 each.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO PAINT
HAND MADE IN OIL

INSIDE DISPLAYS

The above illustration will give you some idea of our Indoor Window Displays. These are done by our EmbosoPaint Process on heavy cardboard. The above display was made for the Rex Spray Company, with headquarters in Toledo, Ohio and branches all over the country.

The Display is made in three parts. The center panel is 26 and one-half by 29 and one-half inches while the ends are 14 and one-half by 22 and one-half.

This makes a very striking and effective Display. In rich colors - blue, black, red, yellow and amber. A display that stands out - attracts attention - sells goods.

The Rex Spray Company is the largest in the world of its kind. It spends thousands of dollars annually, for newspaper advertising, saying nothing about the money invested in window, counter, wall and shelf displays.

DONE IN OIL — WATERPROOF

Their display is *done in oil* - is waterproof. When soiled it can be wiped clean with a damp cloth. It will outlast any other kind of work. Not to be compared to printing, lithographing half-tone or off set work.

The above picture shows only one size and style of indoor advertising and display. It is produced in all shapes and sizes, from a 4x6 in. book cover to large sectional signs or screens joined with tape.

The majority of this work however is posters, sizes from 9 and one-half by 13 inch to 26x30. All designs, lettering and entire layouts are originated and executed by expert artists, trained in this particular line of work.

There is no better means of indoor advertising for large Banks, Mills, Department Stores, Fair Boards, Amusement Associations, Tire and Battery Manufacturers, City Bakeries, Ice Cream Manufacturers, etc., than this.

The work always holds its brilliancy of coloring - never fades - never becomes unsightly. Stands out brilliant and clear.

Prices and full particulars upon request.

WE MAKE METAL SIGNS OF ALL KINDS

EMBOSO SIGNS INFORMATION

TERMS

Bill in full due and payable 30 days from date of shipment to concerns having proper commercial rating.

One third down, balance on delivery from concerns not rated in Commercial Directory.

NOTE: Concerns not rated owing to nature of business; or to the fact they are too new in business to have rating, can have 30 day billing if letter of credit from Banker accompanies the order.

PRICES

All Prices in this catalogue are F. O. B. factory, La Grange, Indiana, and never, under any circumstances, include transportation charges.

Prices given, cover lettering and lay-out work. However they do not cover Pictorial Designs or elaborate trade-marks. An extra charge of $2.50 per hour for Art Work is made for this class of work. This will cover only the actual time spent. This is less than the usual charge for special Art Work.

HOW PACKED

Bulletin Boards and 26 x 30 inch Signs are crated in bundles of 25. They weigh 560 lbs. to the hundred, or 165 lbs. to the bundle.

The smaller framed signs weigh 440 lbs. to the hundred, or, approximately 110 lbs. to the crate.

The unframed EmbosoPaint Metal Signs weigh less. The 10 x 28 inch for example, weigh in the neighborhood of 170 lbs. to the hundred.

HOW LONG TO COMPLETE AN ORDER

It takes 30 days to complete the average sized order.

REFERENCES

La Grange State Bank, La Grange County Trust Company, both of La Grange, Indiana. Any Commercial Agency. Thousands of satisfied customers.

WE MAKE METAL SIGNS OF ALL KINDS